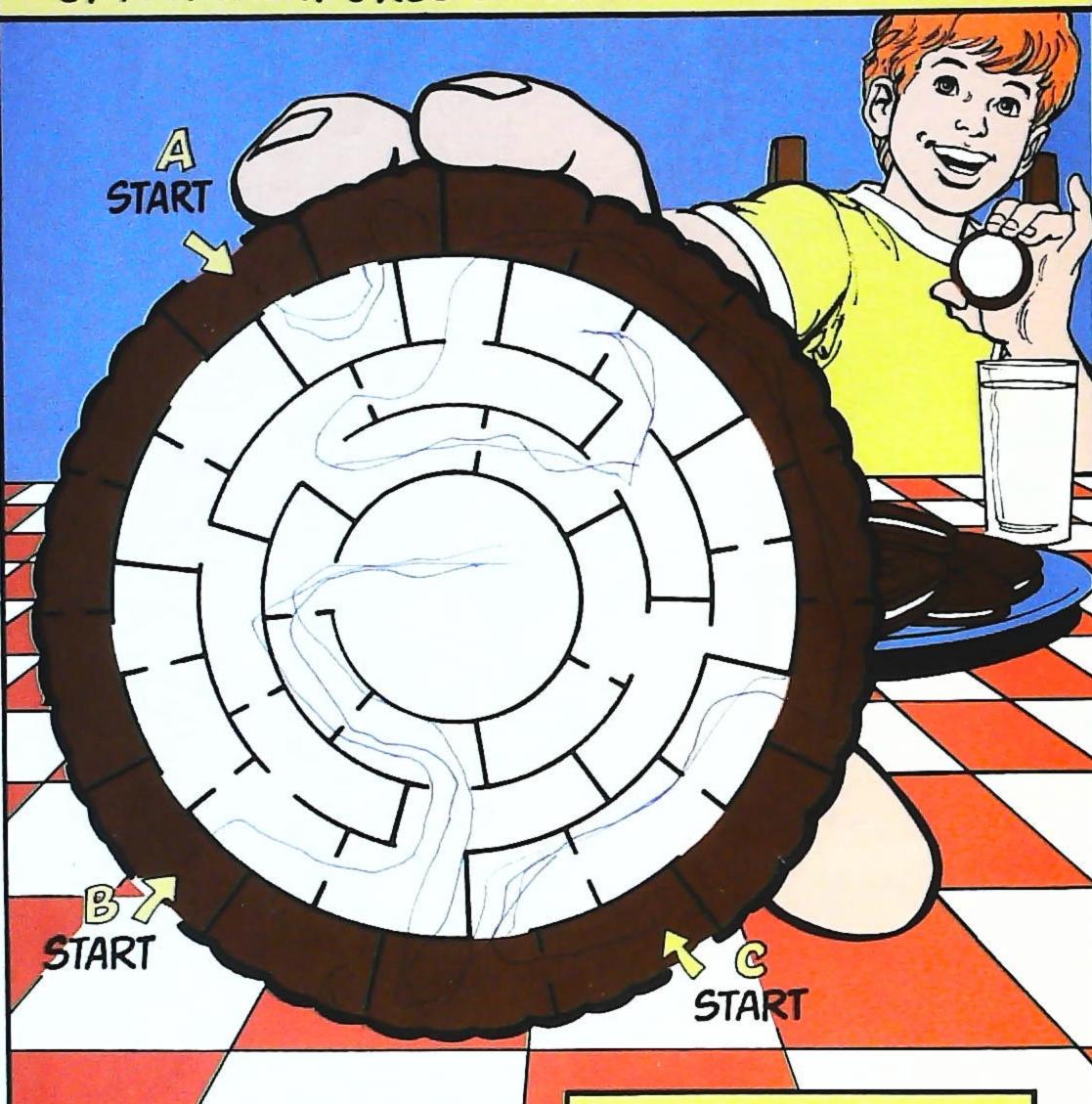
\$1.95 Summer 1985 MAGAZINE Hidden Hero The Legend of Hordak word ter! ISSUE

# TO THE CREAMY CENTER

TO THE CREAMY CENTER
OF A CRUNCHY OREO CHOCOLATE SANDWICH COOKIE.



magine all the fun you can have with OREO cookies!



ANSWER: B





#### MAGAZINE

PUBLISHER Donald E. Welsh

EDITORIAL DIRECTOR Kal

FECTOR Frank Dzibela
EDITOR Janet Verklin

DESIGN ASSISTANT Lisa Herring

ADVERTISING DIRECTOR Maureen A. Klinges
ASSOCIATE ADVERTISING Lindsay B. Randolph

DIRECTOR Barl G. Boehle

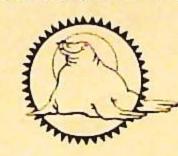
PCULATION DIRECTOR Megan Lane
ODUCTION MANAGER Bob Coddingto

VSSTAND CIRCULATION David Malsel

CONSULTANTS Howard Eisenberg
REATIVE CONSULTANT Cassandra Schafhausen
WEST COAST SALES Lowell Fox & Associates
REPRESENTATIVES (818) 990-2950

ADVERTISING AND EDITORIAL OFFICES

TELEPICTURES PUBLICATIONS, INC. Donald E. Welsh, President 300 Madison Avenue New York, NY 10017 Telephone: (212) 687-0680



HE-MAN AND THE MASTERS OF THE UNIVERSE MAGAZINE (ISSN 0749-4521) is published quarterly for \$6.00 per year by Telepictures Publications, Inc. 300 Madison Avenue. New York, NY 10017. Application to mail at Second-Class postage pending at New York, N.Y. and at additional mailing offices. © Mattel Inc. 1985. All Rights Reserved. MASTERS OF THE UNIVERSE and associated character names are trademarks of Mattel. Inc. Reproduction in whole or part without express written permission is prohibited. Issue Number 3.

Postmaster Send address changes to HE-MAN AND THE MASTERS OF THE UNIVERSE MAGAZINE Past Office Box 490 Patterson, NY 12563

# A LETTER FROM HE-MAN

Greetings from Eternia!

There's a lot of powerful excitement in these pages so get ready for adventure!

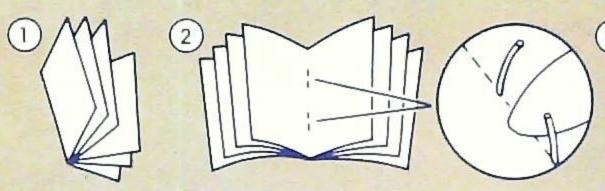
Skeletor continues his battle for Grayskull, but now even he is in trouble with a force of evil. Find out about the latest menace to Eternia in "The Legend of Hordak." And a mysterious rock sends the Heroic Warriors reeling in "The Stone of Nimyar."

Plus, you'll find a special collector poster of our animated movie *The Secret of the Sword*. You won't want to miss this one! Hordak, the ruthless leader of The Evil Horde, is featured on another poster in this issue.

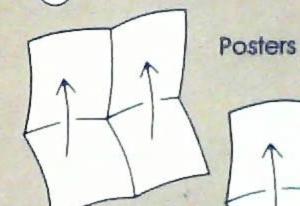
All this from Eternia, just for you. Keep sending your letters and artwork. We want to know what you'd like to see in our next issue.

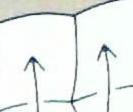


Important poster safety information



Note to Adult. To remove the posters (fix pen the magazine to the center (2) take any fixt object, we are the opener) and our under the stables to unbend them them (its high careful, pullout bot posters and (4) units a trem it) not the posters are removed bend the stable it back and the rest of the magazine will stap to the posters.



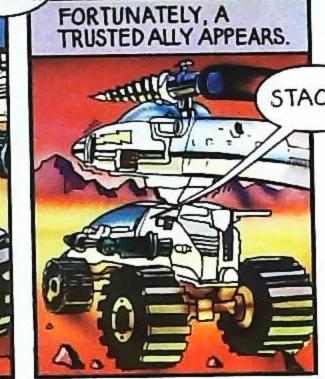


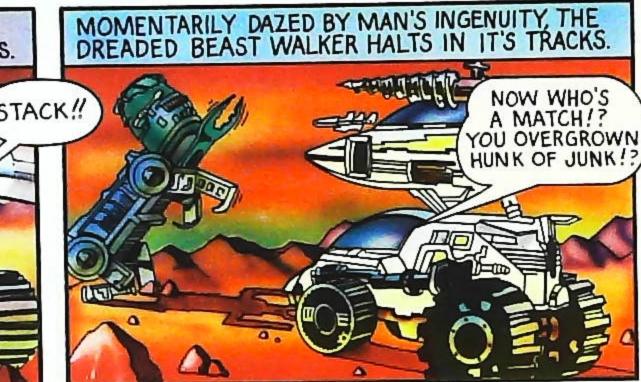


THAT PUNY
PILE OF TIN IS
NO MATCH
FOR ME!

BUT MAN BUILDS HIS OWN MACHINES, LED BY THE MIGHTY ARMED FORCE!









It's man's machines vs. evil monster machines!

You can interchange their wheels, stack their bodies, add lasers, rockets, missiles and other artillery! You can change them and put together a force that could change the destiny of mankind!

Let your imagination carry you into battle with all the machines in the Wheeled Warriors \*\*Collection: Armed Force \*\*, Saw Boss \*\*, Beast Walker \*\*, Gun Grinner \*\*, Terror Tank \*\*, Trail Blazer \*\*, K.O. Kruiser \*\*, Drill Sergeant \*\*, Quick Draw \*\*, Spike Trike \*\*, and the Lightning League \*\* Battle Base \*\*.

No matter how you put them together, they add up to adventure!

SAW BOSS\*\*

ARMED FORCE\*\*



Vehicle ports not interchangeable with Beast Walter. \* Trial Blazer. \* and Battle Base. \*

#### CONTENTS

Volume 1, Number 3



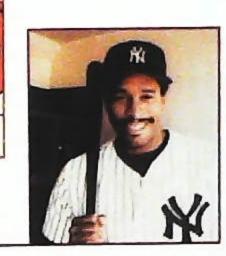
A Letter From He-Man





MAGAZINE





THE HE-MAN MAILBOX

Orko Earth Report

10 He-Man of the Issue



#### FEATURES

The Legend of Hordak



5 THE SKETCH PAD

16 The Stone of Nimyar

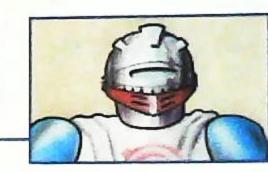




22 Hidden Hero

24 COMPUTER PUN

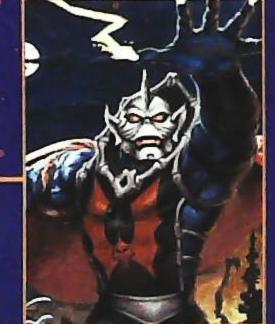




#### Fold-Out Collector Posters

For important poster information, see page 1.





Poster 6: Special animated movie

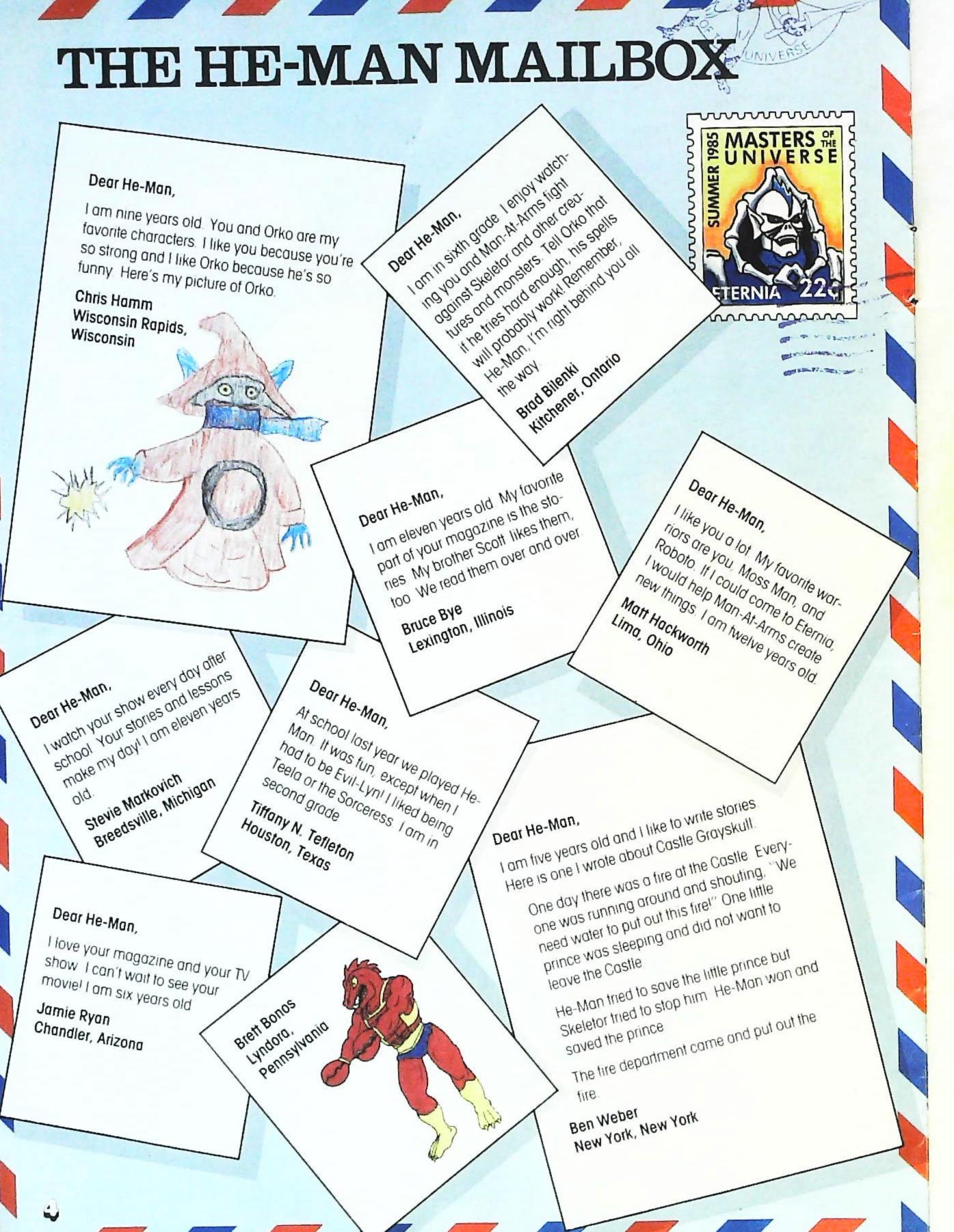
poster—"The Secret of the Sword"

Poster 7: Hordak—The ruthless leader of The Evil Horde

Poster 6

Poster 7

3



# SUBSCRIBE TODA





MAGAZINE



Don't miss any of the action!

- Giant fold-out collector posters
   Exciting adventure stories

  - Fun games and puzzles

Mail to HE-MAN AND THE MASTERS OF THE UNIX Subscription Department P.O. Box 49	0 Patterson, NY 12563
Please send me one year's subscription—4 big issues of He-Man and the Masters of the Universe Magazine.	Please send my friend one year's subscription—4 big issues of He-Man and the Masters of the Universe Magazine.
Name	Name
Address	Address
City & Strate:	City & State
I have enclosed \$ for subscriptions. Paymer Checks and money orders only—made payable to Telepictures Publications, Inc.	nt must accompany order. Offer expires December 31, 1985.  Fach subscription cars to a day will be maded to you four times each year in Marion. The Supremper and November Precise arow up to ten weeks for your subscription to began a Marien and S.S.M.  S.S.M.



When You Win, Your Best Friend Wins, Too!

Play the



INSTANT WIN

**Over 12,500 Kids** Can Be Winners. One of Them **Could Be** You!

#### **GRAND PRIZE** \$250 Toy Store **Shopping Spree**

FIRST PRIZE Schwinn® Bicycle

#### **SECOND PRIZE**

Wilson® Rally Junior **Tennis Racquet** (1.500 Available)

THIRD PRIZE Willy Wonka Fun Club Kits™

and Surprise (11,000 Available)





#### A prize for you and a prize for your best friend!

Just find the words "YOU WIN" inside any specially marked package of Gobstoppers, Tart 'N Tinys or Wacky Wafers. You'll be a winner...and so will your best friend!

NO PURCHASE NECESSARY

OFFICIAL RULES: 1 For a free empty game package, send a self-addressed, stamped envelope to Best Friend Sweepstakes, PO. Box 2274, Libertyville, IL 60198. (Washington state residents send envelope only) Limit one game package per envelope request 2 Game will end no later than 6/30/86 or when supply of game packages is exhausted. 3. Void where prohibited by law. Game open to U.S.A. residents only, except employees of Sunmark, Inc., its subsidiaries, agencies, printers or members of their immediate families. 4. Winning game spots that are altered, defaced, mutilated or tampered with, or which contain printing errors or omissions, are void. Prizes are non-transferable. No prize or cash substitutions for prizes offered. Total retail value of prizes is \$110,950 Decision of judges is final Taxes, if any, are the sole responsibility of the winners. Winners may be requested to sign an affidavit of eligibility and release. 5 INSTANT WIN SWEEPSTAKES ODDS OF WINNING 1 \$250 Toy Store Shopping Spree 1-35 000,000: 20 Schwinn Bicycles 1-1,750,000: 750 Tennis Rackets 1-46,667 5.500 Willy Wonks Fun Club Kits 1-6.364 Prizes not claimed will not be awarded. 6. HOW TO CLAIM YOUR PRIZES. Prizes are subject to verification. Print name, address, ZIP code and phone number on a piece of paper; attach to the empty package containing the winning spot. Send to: Best Friend Instant Winner, PO. Box 2276. Libertyville, IL 60198 Entries become property of sponsor. Winning packages with prizes of \$250 Toy Shopping Spree or a Schwinn Bicycle should be sent registered or certified mail. No responsibility assumed for lost, late or misdirected mail. Winning packages must be received by 7/31/86. 7. For a list of major winners, send stamped, self-addressed envelope to. Best Friend Instant Win Sweepstakes Winners List, PO. Box 2277.



Enjoy all Willy Wonka Candies with your best friend today! (Maybe your best friend will make you a winner!)

#### FREE CANDY-SCENTED PEN SET

With 3 proof-of-purchase seals or 8 proof-of-purchase circles (or any combination of seals and circles which equals 8) plus postage and handling. See specially marked packages for details. Offer ends 6/30/86.

MILLY MOUNG prond/

C1984 Willy Wonka Brands. All Rights Reserved. 319.

Dave Winfield, the star outfielder of the New York Yankees, started playing base-ball when he was eight years old. When he was growing up in Minnesota, he used to play every day, either with the kids in his neighborhood, or in one of several leagues he had joined.

In college, Dave was a super athlete and received offers from professional teams in three different sports—baseball, basketball, and football. Choosing baseball was easy, though, because he had always loved it the most.

Since joining the Yankees in 1981, Dave has had the best seasons of his career. His strong throws and mighty hits always thrill his fans. In fact, Dave can make it from first base to third base in only fifteen giant strides!

Dave is busy away from Yankee Stadium, too. Several years ago, he formed The Winfield Foundation which provides

health, education, and sports programs for underprivileged children.

Now he's ready for another outstanding season with the Yankees. Remember, Dave is a quick mover, so you'll have to be fast to catch up with this star!

ORKO

## SPORTS

Summer is a great season for playing and watching sports. And TV offers terrific sports coverage that makes you feel like you're at the game! Here are some of the season's best:

One of the sports highlights of the summer is the All England Tennis Championships better known simply as Wimbledon. It's the biggest event of the tennis season! The action begins on June 23rd and continues through the exciting finals on July 6th and 7th (NBC).

If you're a basketball fan, you won't
want to miss the NBA
Championships.
They begin on June
30th and end with
the championship
game on July
13th (CBS).

You can follow your favorite base-ball team throughout the summer by watching Monday Night Baseball (ABC) and Saturday Afternoon Game of the Week (NBC). And on July 16th, America's favorites play in the famed All Star Game (NBC).

NBC Sports/Lewis Portney

# EARTH REPORT

# MOVIES

©Walt Disney Pictures, 1985

## BOOKS

There is no end to the different things you can see on each page of Another, Another, Another And More (Andre Deutsch Limited, \$9.95). It comes with two mirrors so that you can stretch the pictures into hundreds of shapes

into hundreds of sho and designs. This unique book was written and illustrated by Marion Walter.

Another, Another and More

Trumpets in Grumpetland (Random
House, \$8.95) tells the tale of the resourceful
Trumpets and their continuing battle with
the devious Grumpets. There are brilliant,
detailed drawings on every page, including hidden pictures and fantastic machines. This book is a sequel
to Trouble for Trumpets
(Random House,

(Random House, \$9.95), by the same illustrator, Peter Cross, and author, Peter Dallas-Smith. for Walt Disney Pictures to complete

The Black Cauldron. And it's worth the wait! This exciting movie tells the story of a young boy named Taran. He is entrusted with keeping

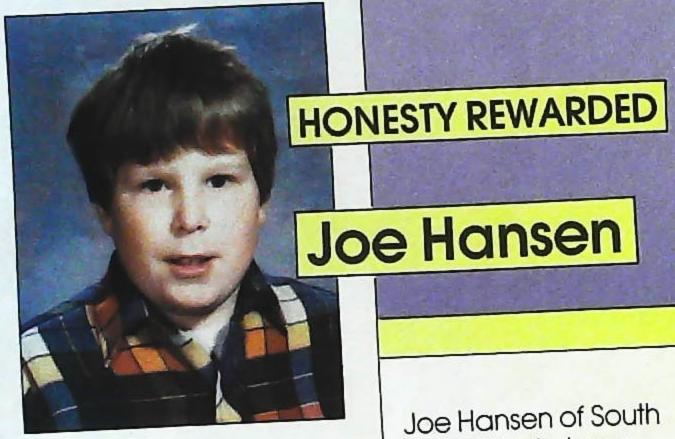
the evil Horned King away from the mysterious forces of the Cauldron.
All of this adventure comes to you in Disney's terrific animation.

Your favorite warriors star in The Secret of The Sword—the very first feature-length, animated movie with He-Man and his new friend, She-Ra, the Princess of Power. She's a super ally with an amazing secret! Together, the two heroes confront Hordak and his horrible henchmen from Etheria. Don't miss the action when this incredible combination continues the battle for the forces of good!



Mattel, Inc./Filmation 1985





Joe Hansen of South Elgin, Illinois, is our

terrific He-Man of the Issue. Joe's father works for a limousine company, driving passengers to and from a nearby airport. One day, on his way to return the car, Mr. Hansen stopped at home and offered Joe a ride. Since he usually rides around on his bicycle, Joe jumped at the chance. Little did Joe know that his first ride in a limousine would be such an adventure!

As he rode along, Joe glanced down at the seat beside him. He was surprised to find a wallet, obviously left by one of the previous passengers. When Joe looked inside the wallet, he was amazed. The wallet contained over a thousand dollars!

Joe and his father immediately returned the wallet to the limousine company. They knew that the man who lost the wallet would be upset when he found it missing.

A few days later, Joe was in for another surprise. The grateful passenger had contacted Mr. Hansen and given him a small package for Joe. Joe unwrapped his package and found a \$100.00 reward!

Joe never expected a reward for being honest. He has always known that returning something to its owner is simply the right thing to do. Congratulations to Joe for his He-Man judgement and honesty.

# DI

You could be the next He-Man of the Issue! Tell Orko about your accomplishments at school, playing sports, or anywhere! Write:

Orko

Telepictures Publications, Inc 300 Madison Avenue New York, NY 10017

Story by Jay Itzkowitz

# Illustration by



HORDAK-NOW THERE'S A
NAME THAT SENDS CHILLS
UP MY SPINE, YES, TEELA.
I KNOW HIS STORY
VERY WELL.

The Good

Guys



LONG AGO, ON THE PLANET OF ETHERIA, HORDAK WAS A GREAT WARRIOR, CRAFTY IN COMBAT AND BOLD IN BATTLE.







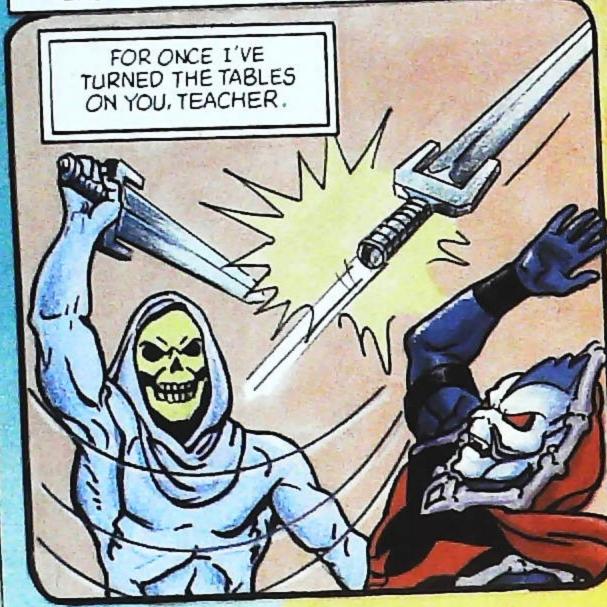
THOSE WHO CAME TO STUDY WITH THE GREAT MASTER INCLUDED MODULOK, MANTENNA, GRIZZLOR, AND LEECH. EACH ONE HAD HORRIBLE SPECIAL POWERS.





FINALLY, A VERY SPECIAL STUDENT ARRIVED TO STUDY WITH HORDAK. IT WAS YOUNG SKELETOR, ALREADY KNOWN FOR HIS SKILL IN THE EVIL ARTS.

SKELETOR PROVED HIMSELF TO BE HORDAK'S BEST STUDENT. ONE DAY, DURING FENCING PRACTICE, SKELETOR EVEN TAUGHT HIS TEACHER A LESSON.





HORDAK EVEN INCLUDED SKELETOR IN HIS EVIL PLAN TO KIDNAP THE INFANT PRINCE ADAM AND HIS INFANT SISTER, PRINCESS ADORA.

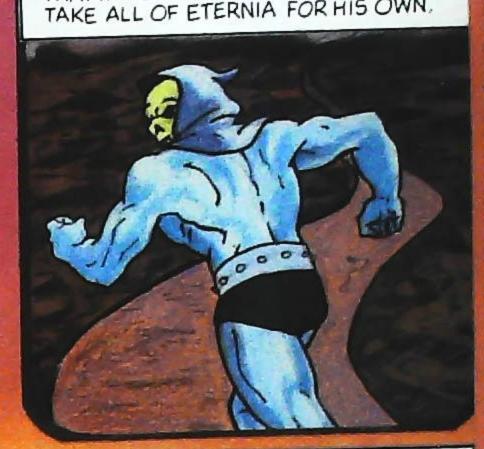




HORDAK SUCCEEDED IN ESCAPING WITH PRINCESS ADORA. BUT I CAUGHT SKELETOR BEFORE HE COULD KIDNAP PRINCE ADAM AND FINISH THE EVIL HIS MASTER HAD BEGUN.



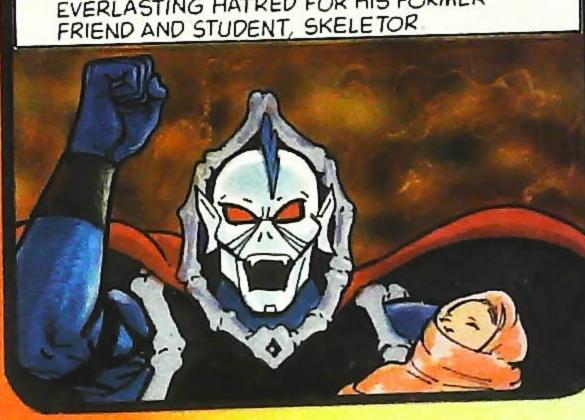
TO SAVE HIMSELF, SKELETOR BETRAYED HIS TEACHER. HE REALIZED THAT IF HORDAK WERE GONE, HE COULD TAKE ALL OF ETERNIA FOR HIS OWN.



SKELETOR FOLLOWED AS HORDAK ESCAPED FROM ETERNIA. AS SOON AS HORDAK HAD PASSED THROUGH THE DIMENSIONAL GATE INTO ETHERIA, SKELETOR CLOSED IT BEHIND HIM. HE THOUGHT THAT HE HAD SEALED THE GATE FOREVER.



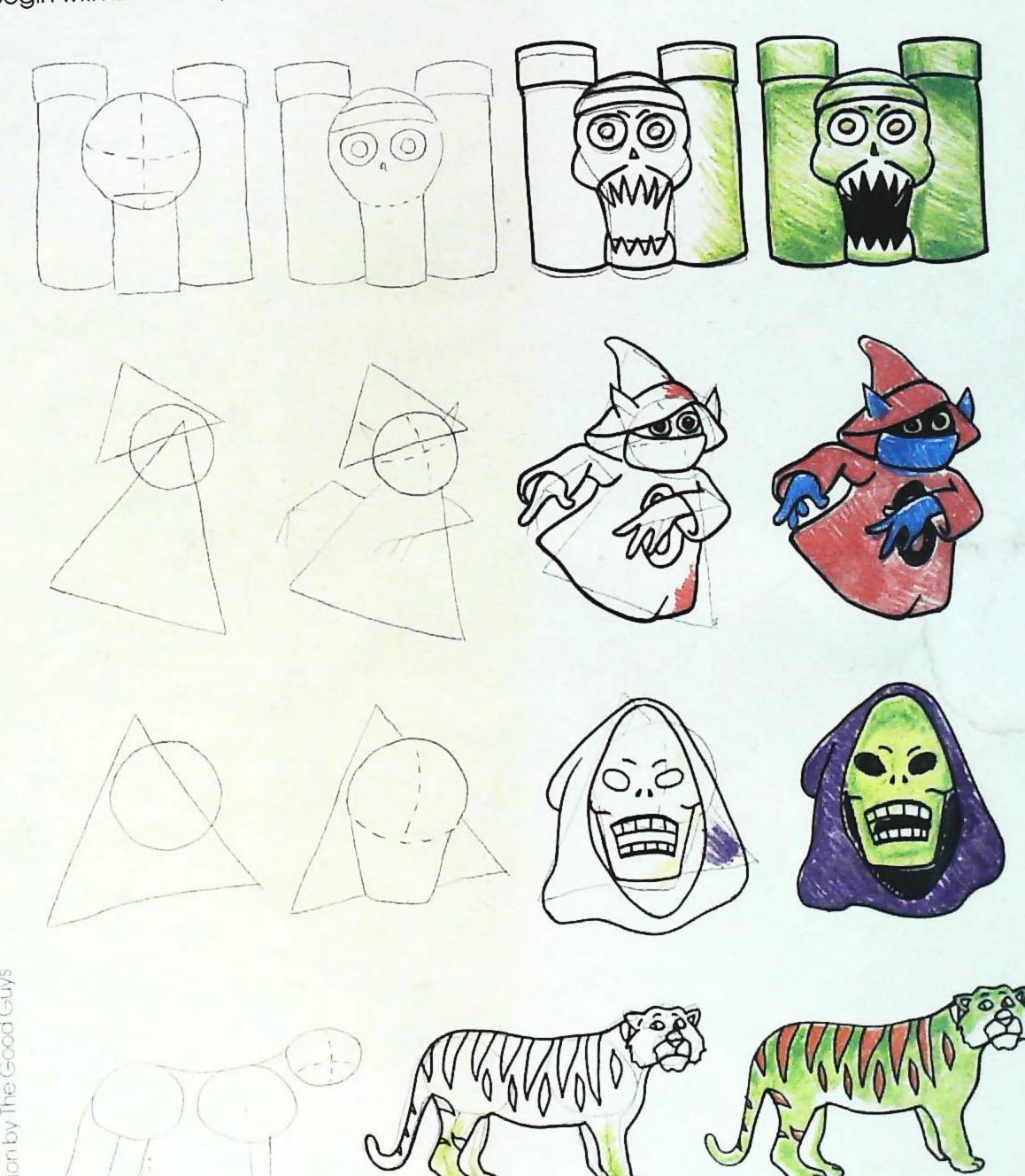
HORDAK CARRIED TWO THINGS WITH HIM INTO EXILE ON ETHERIA- PRINCESS ADORA AND AN EVERLASTING HATRED FOR HIS FORMER FRIEND AND STUDENT, SKELETOR.

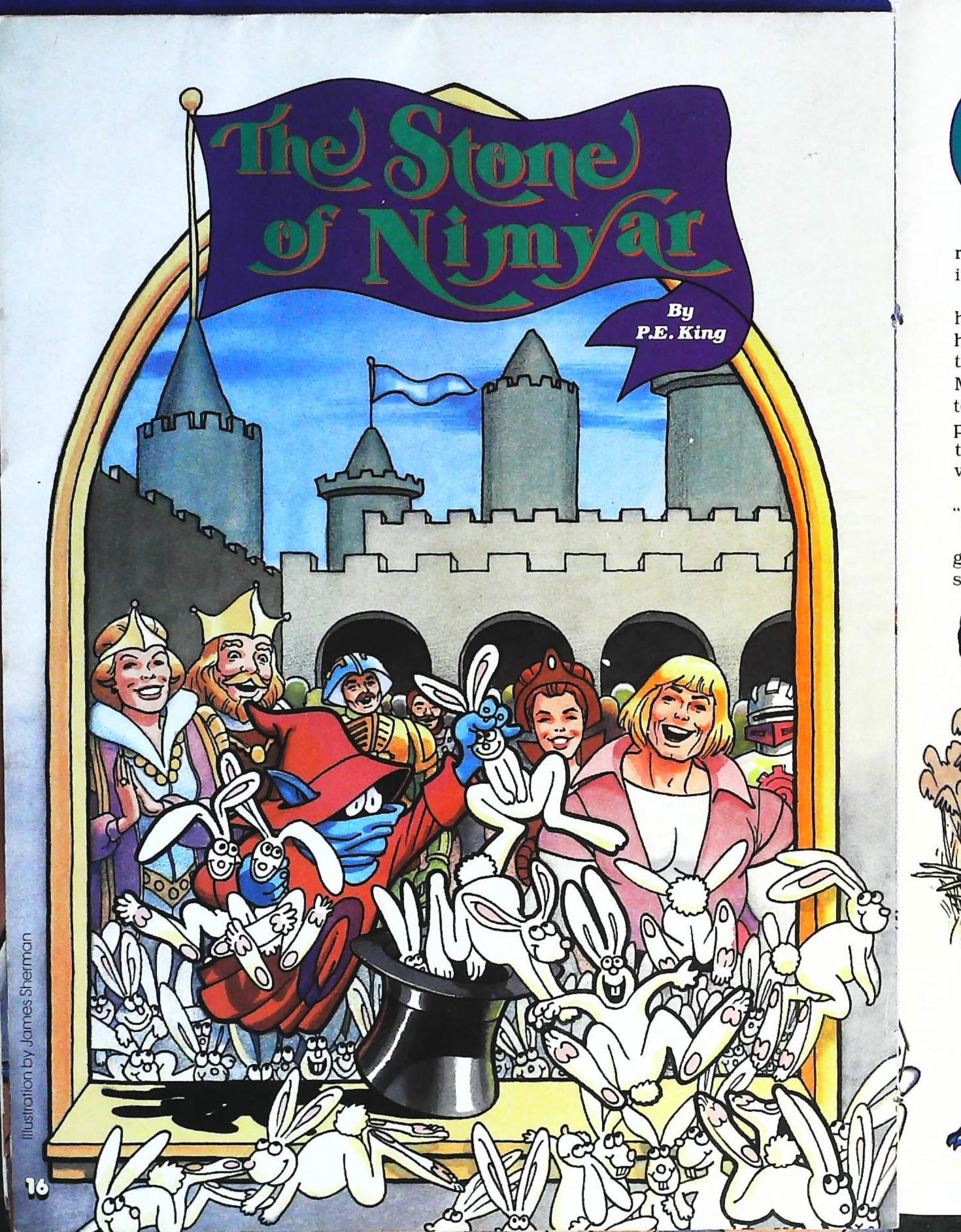






Drawing your favorites from the world of Eternia is easy if you go step-by-step. These sketches begin with basic shapes. All you need is some paper and a pencil. Follow along!





ne day at the Palace, Orko gathered all of his friends together for a meeting. "I've practiced and practiced," Orko said. "I'm finally ready. You're in for a super show of magic!"

After several wonderful tricks, the Heroic Warriors were amazed. "Orko's magic is actually working," Teela said. "I can't believe it!"

Orko said, "Now I will pull a rabbit out of my hat!" He muttered a magic spell and reached into his hat. *POP*! Out came a furry rabbit. Suddenly, there was another *POP*! and another and another. More rabbits hopped out of Orko's hat. Orko tried ten different spells to stop the popping and hopping. Finally he found the right one. But by that time, there were rabbits everywhere! Orko was very upset. "Look what I've done now!" he cried.

All the heroes laughed at Orko's mixed-up magic. "Now he's back to his old tricks!" Prince Adam chuckled.

Usually, Orko enjoyed making his friends laugh. But this time he felt sad. "I have no great powers like the others," Orko thought to himself. "They only laugh at me." Orko was so sad that he decided to leave the Palace. He took a small bag of tricks and floated down

to the Swamps of Gangoon. "I bet no one will ever miss me," he thought.

Suddenly, from within the marshes, Orko heard voices.

Skeletor was talking to Spikor.

"Spikor! I have found the evil Stone of Nimyar, hidden by the ancients in the forbidden cave of the Nimyar warriors. The stone saps the strength from any force of good that comes near it. With it, I will conquer He-Man and rule Eternia forever!"

Spikor asked, "How will you get it close enough to He-Man to use it on him?"
"Good point, Spike-head!" Skeletor

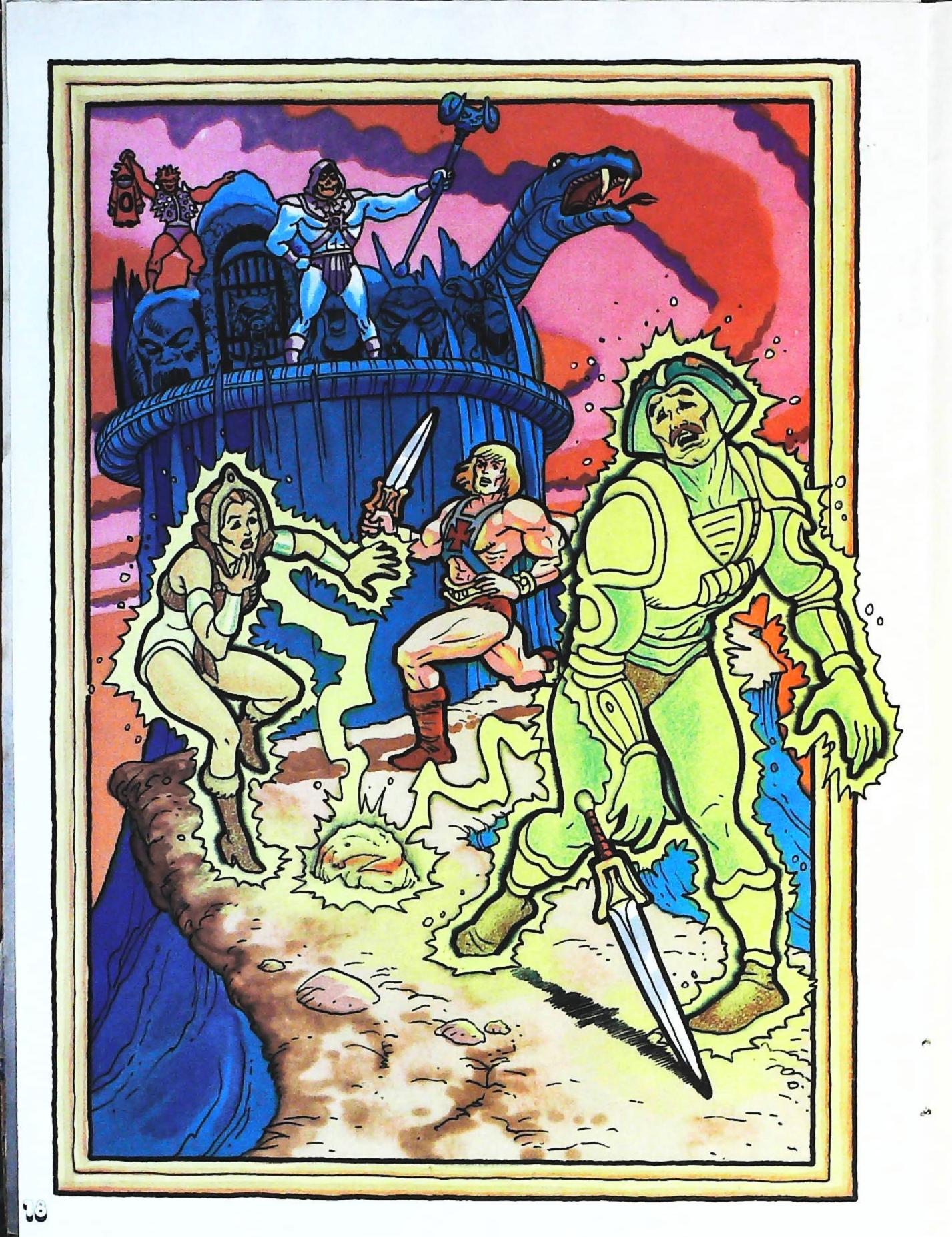
"Good point, Spike-head!" Skeletor shouted.

Just then, Orko became so excited overhearing the evil plot, he fell off the log he was sitting on and splashed into the swamp.

Skeletor saw Orko and laughed.
"Here's our answer," Skeletor said. "We'll kidnap Orko and take him to Snake Mountain. When He-Man and his friends try to rescue the little fool, they'll fall right into our trap!"

"Won't He-Man or one of the others see the stone and throw it away?" Spikor asked.





"They won't know what the stone looks like," Skeletor said. "It will blend in with the Eternia soil. The only marking that makes it different is this blood-red vein that runs through the middle of the stone. The fools won't know what to do to save themselves!" Skeletor let out a terrible laugh as he proudly held the stone.

Orko saw what the stone looked like. Skeletor quickly turned to Spikor. "Send word to Castle Grayskull. Tell the hapless heroes that we've captured their bumbling jester."

"We must save Orko!" Prince Adam shouted when he heard the news. The Heroic Warriors hurried out of the Palace, heading for Snake Mountain. Prince Adam waited until the others were gone, then he raised the Power Sword and said, "BY THE POWER OF GRAYSKULL!" Instantly, he transformed into He-Man and went to meet the others at Snake Mountain.

Skeletor and Spikor were waiting for the heroes.

Skeletor had thrown the Stone of Nimyar among the rocks outside Snake Mountain.

As soon as He-Man and his friends neared the stone, Skeletor and Spikor descended from the top of the mountain.

He-Man dodged the dangerous rays of Skeletor's Havoc Staff. But every blast hit closer and closer. He-Man said, "My strength and quickness are disappearing. What is wrong with me?!"

Man-At-Arms wandered without direction. He said, "I can't think straight. I don't know what to do!"

Teela fled Spikor's powerful trident-arm as it crushed rocks and trees all around her. She stumbled with every step. "I've lost all my skill and coordination. Soon he will get me!"

Skeletor laughed wickedly. "You fools! Nothing will stop me now, for I have the Stone of Nimyar. All your strength will soon be gone!"

In the midst of the battle, Skeletor had forgotten all about Orko. Orko spotted the stone on the ground. "I must take the stone away from here," he said. "I must throw it in the Great Chasm before Skeletor destroys my friends!"

Orko rushed for the stone and lifted it onto his back. Immediately, he felt his magic start to slip away. Orko slowly made his way toward the Great Chasm. But he could hardly float. With his last surge of strength, he pushed the evil stone over the edge of the Chasm and into the deep waters of the great river far, far below.



With the evil stone gone, the Heroic Warriors were back in action at Snake Mountain. He-Man subdued Skeletor while Teela and Man-At-Arms wrapped Spikor in a net. He-Man spotted a hollow tree stump and thought, "Aha! A perfect place for the evil Skeletor."

Man-At-Arms and Teela dumped Spikor on top of the stump, and his thick spikes stuck in the old tree.

He-Man, Teela, and Man-At-Arms saw Orko approaching and they ran to thank him. "We all saw you take the stone away," He-Man said. "When we had lost our strength, you had the strength to save us. Thank you, my friend."



Then Teela added, "Besides, Orko, you've got a power greater than all of our powers. You have the power to make people laugh! So stick with us."

Orko laughed. "I think I will!" Then the good friends returned to the Palace together.



and said, "I didn't think

my silly magic would ever help people as strong and as powerful as the three of you."

He-Man replied, "There are many forms of power, my little friend. Power may come from the body, from the mind, from the skills one practices and learns, or from the courage and strength of the heart."





and are used with permission

Copyright © 1984 Marvel Comics Group, a division of Cadence Industries Corporation, Marvel Super Heroes, Marvel Super Villains, Tower of Doom, Doom Roller, Turbo Cycle, Doom Cycle, Secret Shield, and Secret Wars are trademarks of Marvel Comics Group, Captain America, Spider-Man, Iron Man, Wolverine, Kang, Doctor Doom, Doctor Octopus, and Magneto and the distinctive likenesses thereof are trademarks of the Marvel Comics Group, a division of Cadence Industries Corporation

The End





# COMPUTER PUN

King Randor and Queen Mariena invited some of their noble friends to the Palace for a banquet. After a fine meal, the guests told stories and riddles and made each other laugh.

When it was Roboto's turn, his computer brain began to work at full speed. He produced a puzzling piece of paper.

Teela finished the puzzle first. "This joke is about me!" she said, laughing. "Good job, Roboto. I didn't know your computer brain could tell jokes, too!"

To find out what was so funny, use these clues. Then take each numbered letter and put it in the box below with the matching number. You will find a funny answer to a funny question.



2. The hard part inside a peach is called a

10 5 14

4. The letter of the alphabet between D and F is \_\_\_\_

5. A witch wears a tall, pointed  $\frac{1}{2}$   $\frac{1}{18}$   $\frac{1}{11}$ .

If the sign on a door doesn't say `pull,'

7. After you put on your sock, you put on

your \_\_\_\_ 12 21 15

QUESTION: HOW DOES TEELR CALL PRINCE ADAM?

RNSWER:

1 2 3 4 5 6 7 8 9

15 16 17 10 10 20 21 22

Illustration by The Good Guys

Answer She picks up the Teel ophone.

AN ALL NEW ANIMATED MOVIE STARRING

# HE MAIN SIGHA

OF THE SWORD



WITH YOUR FAVORITE
CHARACTERS FROM

THE NUMBERSE

**FILMATION Presents** 

"THE SECRET OF THE SWORD"

Executive Producer LOU SCHEIMER

From A ATLANTIC RELEASING CORPORATION

Masters of the Universe, He-Man, Princess of Power, She-Ra, The Evil Horde and associated characters are trademarks owned by and used under license from Mattel, Inc. 1965 All Rights Reserved.

COMING SOON TO A THEATER NEAR YOU

G GENERAL AUDIENCES

An all new animated movie

starring He-Man<sup>™</sup> and your favorite Masters of the Universe<sup>™</sup> characters.

Introducing She-Ra<sup>™</sup>the Princess of Power <sup>™</sup> and The Evil Horde<sup>™</sup>in their first

great big screen adventure.





